



**Bristow
&
Sutor**

Civil Enforcement Agents

Customer Survey Results
2006

Summary of Research Findings

Purpose & Methodology

The satisfaction survey was structured in two parts. The first part sought to evaluate Bristow & Sutor's total customer satisfaction. Respondents were asked to rate performance by selecting one of 5 rankings, rating from 1=poor, 3=average and 5=excellent. They were then allowed to elaborate on their score. The second part featured open-ended questions about Bristow & Sutor's service level and sought to identify and clarify our client's needs with the aim to improve service levels.

The questionnaire differed only slightly to the version used in 2005 – this was primarily to measure improvements from the previous year. In an effort to improve the low response rate from 2005, participants received a paper copy via post or they could complete an on-line version through the secure Client Web.

62 questionnaires were distributed.
43 replies were received.

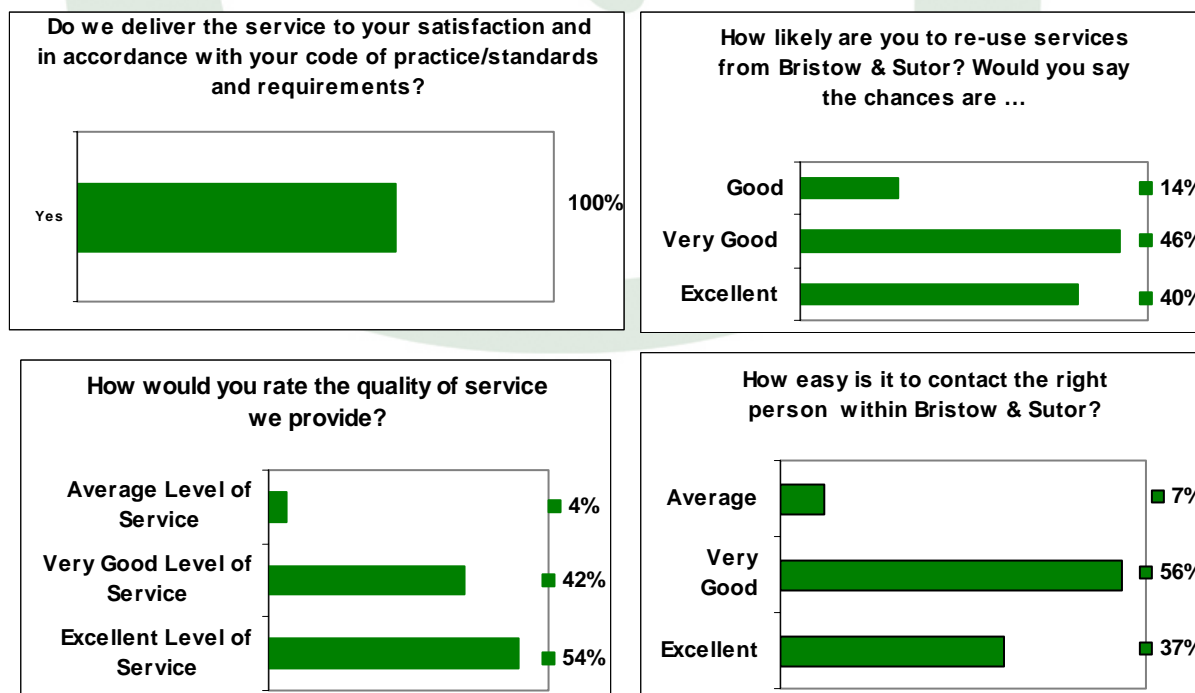
The response rate of **69%** was significantly higher than the **36%** in 2005 and **49%** in 2004.

Customers were given the option to respond anonymously. Only 2 replies were anonymous.

The frank and honest input has been used to improve our service offering and delivery. For each reply received an amount of £5 was donated to Macmillan Cancer Relief.

Overall satisfaction level

Bristow & Sutor rated highly on the questions scoring the satisfaction levels of customers. Based on the responses received, overall the satisfaction level is high. **100%** of respondents would recommend Bristow & Sutor to colleagues in the industry.



Loyalty

Although customer loyalty remained high in comparison to 2005, there is evidence of a small decline. Significantly, however, there is an astounding **17% increase** in the number of people that said they would recommend Bristow & Sutor to colleagues in the industry.

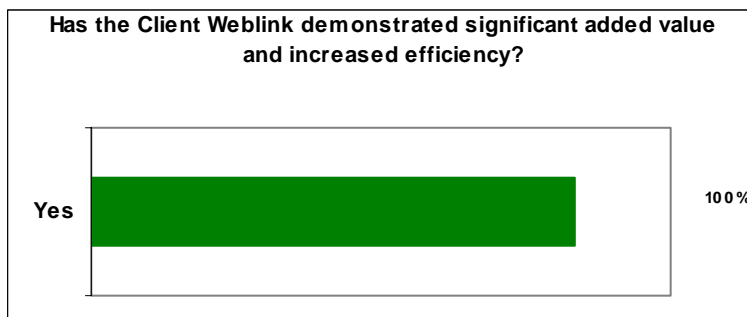
It would appear that performance, service offering and cost, rather than loyalty, plays an increased role in decision making.

Image

The most overwhelming reference and common denominator was made to the level of **professionalism, quality of service, reputation, reliability** and **trust** of the Bristow & Sutor brand.

Of the 39 responses that completed this question, 30 made reference to at least one of the terms used in this list (77%).

Technology



The Client Web link has proved to be a tool that has, over the past year, brought about significant improvements and overall efficiency. 100% of the respondents claimed that this resource had demonstrated added value.

73% of respondents already use the electronic link written by Bristow & Sutor's IT development team in order to upload structured files directly into our systems. Of the remaining survey respondents, all but two requested this free added value service.

Other technology improvements over the past year include the introduction of a FREE Royal Mail Post Office Address File (PAF) that automatically checks addresses before loading into our system; CodePoint which directs bailiffs to within 1m of an address and handheld Personal Digital Assistants for each bailiff.

When customers were asked to list the top three reasons they selected Bristow & Sutor they responded:

- Quality of Services
- Absence of Complaints
- Technology

Anon

- Quality of Service
- Performance/Results
- Access to data / information

Hounslow

- Service tailored to needs, not 'one size fits all'.
- Client web considered excellent by users
- Return reports clarity is very high

Leicester City Council

- Professional Service
- Efficient Service
- Weblink

North Kesteven

- Reputation
- Trust
- Reliability

North Warwickshire

"We pride ourselves on having a 98% customer retention rate—the only way that we can maintain this level of satisfaction is to listen and act on our clients comments. There was a marked improvement in the grading of some questions in the survey, for example, ease of contacting the right person at our offices. Our efforts to improve this area of the business has definitely worked. Based on last years feedback for the same question, there is some 10% improvement."

Andy Rose
Managing Director
Bristow & Sutor

Results Analysis

Analysis of Part A indicated that high percentages of customers rated Bristow & Sutor's service as either "excellent" or "very good".

Q1	How would you rate the quality of service we provide you?	95%
Q2	How would you rate your level of satisfaction with Bristow & Sutor in regards to added value? Please detail where this could be improved.	82%
Q3	How satisfied are you with our response times to your queries and requests for information?	93%
Q4	How easy is it to contact the right person within Bristow & Sutor?	100%
Q5	How well in terms of staff knowledge are your queries responded to by our staff?	92%
Q6	How do you find the general attitude and helpfulness of our staff?	91%
Q7	Do we deliver the service to your satisfaction and in accordance with your code of practice/standards and requirements?	100%
Q8	Do you make effective use of the online Client Weblink?	100%
Q9	Has the Client Weblink demonstrated significant added value and increased efficiency?	100%

Notably, when questioned why you choose Bristow & Sutor, **49%** of you quoted the Client Web in the top three reasons.

Improvements

Bristow & Sutor asked customers if they felt a review of their current guidelines would be beneficial. Those clients that responded "yes" or indicated they were "unsure" have either already been contacted to arrange further reviews or will be contacted shortly.

The survey did identify that communication and awareness can be improved, particularly within the area of Added Value and the extended services portfolio that Bristow & Sutor provide. New developments over the past year include additional services such as Insolvency Proceedings, 14-day letters, Attachment of Earnings, improved procedures, and the new bailiff handheld PDA applications that provide real-time effective communication.

We strive to relay news and information through the Client Web, however, in an effort to improve communication and strengthen the awareness of our added value services, Bristow & Sutor will increase the regularity of feedback via the Client Web **and** investigate the introduction of an electronic news update distributed by personal email to key contacts with each council.

As part of Bristow & Sutor's quality assurance and ISO 9001 requirements, all feedback from the survey has been recorded and will form part of regular and ongoing management reviews. Committed to improving processes, service delivery and its service offering, Bristow & Sutor will seek to build on existing good service and develop areas for improvement to ensure we remain one of the leading providers of enforcement services.

The civil enforcement agency that makes a difference...